10004566

BIAS-CORRECTED
DEMAND
ESTIMATE

14

PRICE
ANALYZER

12

AUCTION DATA

10

FIG. 1

| Item_Identifier, Starting_Bid, Starting_Time, Closing_Time |
| Bidder_Identifier, Bid_Amount, Bid_Time |
| Bidder_Identifier, Bid_Amount, Bid_Time |
| Bidder_Identifier, Bid_Amount, Bid_Time |
| · · · |
| Bidder_Identifier, Bid_Amount, Bid_Time |

60

62

10

FIG. 2

START

↓

GATHER RELEVANT AUCTION DATA /100

↓

REMOVE FROM THE AUCTION DATA ALL BUT THE HIGHEST BID FROM EACH UNIQUE BIDDER /102

↓

APPLY A STATISTICAL MODEL TO THE AUCTION DATA TO CORRECT FOR THE BIAS CAUSED BY THE CHARACTERISTICS OF THE AUCTION AND TO YIELD THE DEMAND ESTIMATE /104

↓

END

FIG. 3

AUCTION DATA 10

AUCTION WEB SITE 20

WORLD-WIDE WEB 22

PRICE ANALYZER 12

WEB CLIENT 24

26

30

FIG. 4